

Rep Order# 9800222 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 50965

Printed: 08/23/2012 1:30 PM
Last Received: 08/23/2012 12:09 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product CROSSROADS GPS
Estimate# 1270
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1270
Flight Dates 08/23/2012 - 08/29/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM #9790984.
PLS CNF

Was 103,900
11,000
Total 114,900

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*25	SA	7P-8P	ET	P3 :30	\$600.00	08/25-08/25	1	1	1	\$600.00	
		Sales Remark: V3 ADD										
		V3 Added										
	*26	SA	6P-630P	NEWS	P3 :30	\$600.00	08/25-08/25	1	1	1	\$600.00	
		Sales Remark: V3 ADD										
		V3 Added										

---REPORT TOTALS---

Report Totals: 2 / \$1,200.00

---SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00 Sep 12: 30 / \$51,850.00
Sales Totals: 58 / \$105,100.00
Station Totals: 58 / \$105,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$235,597	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 29%
		WKRC 44%	WLWT 17%	WSTR 0%	WXIX 7%	

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Agency C/P1/P2/E //1270
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Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Books null
Demos RA35+

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 50965

Line: 1

08/23/12	Thursday	:58:32 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	:58:32 PM	:30	\$600.00	OHSNT\	Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 2

08/23/12	Thursday	:35:16 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fc	4:30:00 PM-5:00:00 F	CROSSROADS GPS	1270	P-1	1	MWASH
08/24/12	Friday	:50:06 PM	:30	\$1,500.00	OHSNT\	4p Local 12 News at Fc	4:30:00 PM-5:00:00 F	CROSSROADS GPS	1270	P-1	2	MWASH
											2	

Line: 3

08/23/12	Thursday	:04:48 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fi	5:00:00 PM-5:30:00 F	CROSSROADS GPS	1270	P-1	2	MWASH
08/24/12	Friday	:12:20 PM	:30	\$1,600.00	OHSNT\	5p Local 12 News at Fi	5:00:00 PM-5:30:00 F	CROSSROADS GPS	1270	P-1	1	MWASH
											2	

Line: 4

08/23/12	Thursday	:05:34 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	:05:34 PM	:30	\$1,800.00	OHSNT\	6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 5

08/23/12	Thursday	:11:12 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/24/12	Friday	:28:19 PM	:30	\$1,400.00	OHSNT\	M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											2	

Line: 6

08/23/12	Thursday	:35:45 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	:51:29 PM	:30	\$1,400.00	OHSNT\	M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 7

08/24/12	Friday	:58:45 PM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	:23:30 XM	:30	\$750.00	OHSNT\	Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	

Line: 8

08/23/12	Thursday	:34:15 PM	:30	\$1,900.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/24/12	Friday	:34:30 PM	:30	\$1,900.00	OHSNT\	11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	4	MWASH
08/25/12	Saturday	:33:30 PM	:30	\$1,900.00		11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/26/12	Sunday	:27:07 PM	:30	\$1,900.00		11p M-Su Local 12 Nev	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											4	

Line: 9

08/23/12	Thursday	:28:15 PM	:30	\$5,000.00	OHSNT\	Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/23/12	Thursday	:43:40 PM	:30	\$5,000.00	OHSNT\	Thu Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											2	

Line: 10

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50965												
Line: 10												
08/26/12	Sunday	1:29:26 AM	:30	\$1,100.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1270	P-1	1	MWASH
											1	
Line: 11												
08/26/12	Sunday	1:29:56 PM	:30	\$850.00		630p Local 12 News St	6:30 PM-7:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											1	
Line: 12												
08/26/12	Sunday	1:39:38 PM	:30	\$4,000.00		Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/26/12	Sunday	1:58:56 PM	:30	\$4,000.00		Sun Reg 1	7:00 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	
Line: 13												
08/26/12	Sunday	1:29:00 PM	:30	\$3,200.00		Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/26/12	Sunday	1:44:02 PM	:30	\$3,200.00		Sun Reg 4	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											2	
Line: 14												
08/27/12	Monday	1:59:12 PM	:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/28/12	Tuesday	1:58:32 PM	:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/29/12	Nednesday	1:28:36 PM	:30	\$600.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											3	
Line: 15												
08/27/12	Monday	1:43:51 PM	:30	\$1,500.00		4p Local 12 News at Fc	4:30:00 PM-5:00:00 F	CROSSROADS GPS	1270	P-1	1	MWASH
08/28/12	Tuesday	1:51:56 PM	:30	\$1,500.00		4p Local 12 News at Fc	4:30:00 PM-5:00:00 F	CROSSROADS GPS	1270	P-1	2	MWASH
08/29/12	Nednesday	1:28:51 PM	:30	\$1,500.00		4p Local 12 News at Fc	4:30:00 PM-5:00:00 F	CROSSROADS GPS	1270	P-1	3	MWASH
											3	
Line: 16												
08/27/12	Monday	1:04:18 PM	:30	\$1,600.00		5p Local 12 News at Fh	5:00:00 PM-5:30:00 F	CROSSROADS GPS	1270	P-1	2	MWASH
08/28/12	Tuesday	1:04:18 PM	:30	\$1,600.00		5p Local 12 News at Fh	5:00:00 PM-5:30:00 F	CROSSROADS GPS	1270	P-1	3	MWASH
08/29/12	Nednesday	1:11:10 PM	:30	\$1,600.00		5p Local 12 News at Fh	5:00:00 PM-5:30:00 F	CROSSROADS GPS	1270	P-1	1	MWASH
											3	
Line: 17												
08/27/12	Monday	1:19:02 PM	:30	\$1,800.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/28/12	Tuesday	1:12:43 PM	:30	\$1,800.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/29/12	Nednesday	1:11:38 PM	:30	\$1,800.00		6p Local 12 News at Si	6:00 PM-6:30 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											3	
Line: 18												
08/27/12	Monday	1:11:12 PM	:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	3	MWASH
08/28/12	Tuesday	1:28:04 PM	:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/29/12	Nednesday	1:04:11 PM	:30	\$1,400.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											3	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/23/12-08/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 50965												
Line: 19												
08/27/12	Monday	:42:22 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/28/12	Tuesday	:43:52 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/29/12	Wednesday	:35:45 PM	:30	\$1,400.00		M-F 730p-8p	7:30 PM-8:00 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											3	
											\$4,200.00	
Line: 20												
08/27/12	Monday	:26:00 XM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	4	MWASH
08/27/12	Monday	:46:45 PM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	1	MWASH
08/28/12	Tuesday	:12:00 XM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	2	MWASH
08/29/12	Wednesday	:12:00 XM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	3	MWASH
08/29/12	Wednesday	:26:00 XM	:30	\$750.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1270	P-2	5	MWASH
											5	
											\$3,750.00	
Line: 21												
08/27/12	Monday	:26:52 PM	:30	\$1,900.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	2	MWASH
08/28/12	Tuesday	:27:26 PM	:30	\$1,900.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/29/12	Wednesday	:20:19 PM	:30	\$1,900.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1270	P-2	3	MWASH
											3	
											\$5,700.00	
Line: 22												
08/28/12	Tuesday	:29:51 PM	:30	\$3,500.00		Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
08/28/12	Tuesday	:59:16 PM	:30	\$3,500.00		Tue Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	2	MWASH
											2	
											\$7,000.00	
Line: 23												
08/29/12	Wednesday	:57:56 PM	:30	\$5,500.00		Wed Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											1	
											\$5,500.00	
Line: 24												
08/29/12	Wednesday	:28:51 PM	:30	\$5,000.00		Wed Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1270	P-2	1	MWASH
											1	
											\$5,000.00	
Line: 25												
08/25/12	Saturday		:30	\$600.00		Sa Prime Access Rotat	7p-8p	CROSSROADS GPS	1270	P-3	1	MWASH
											1	
											\$600.00	
Line: 26												
08/25/12	Saturday		:30	\$600.00		6pm Local 12 News Sa	6p-630p	CROSSROADS GPS	1270	P-3	1	MWASH
											1	
											\$600.00	
											\$105,100.00	
											58	
											\$105,100.00	
											58	
											\$105,100.00	
											58	
											\$105,100.00	
											58	

[Filtered by:] [Sorted by: Station]